

Appearance Review Commission

Meeting Minutes

May 23, 2022

A meeting of the Appearance Review Commission was held on Monday, May 23, 2022 at 7:30 p.m. in the Council Chambers at Deerfield Village Hall, 850 Waukegan Road. Chairperson Lisa Dunn called the meeting to order at 7:30 p.m.

Present:

Lisa Dunn, Chairperson  
Sherry Flores  
Jason Golub  
Troy Mock  
Daniel Moons

Absent:

Beth Chaitman  
Amy Schneider

Also Present:

Liz Delevitt, Planning & Design Specialist  
Jeri Cotton, Secretary

Public Comment:

There was no Public Comment on non-agenda items.

Document Approval

Ms. Flores moved to approve the minutes from the April 25, 2022 Appearance Review Commission meeting. Mr. Moons seconded the motion. The motion passed unanimously on a voice vote.

Business:

1. Starbucks Coffee (Continued), 60 S. Waukegan Road: digital menu board and exterior updates

Amanda Quigley, Project Manager with Hilton Displays and Katie Slonski, Senior Design Manager with Starbucks Coffee were present. Ms. Slonski noted, the initial proposal included moving the order point earlier in the drive-thru line by relocating the existing 5-panel menu board to a new location with a new digital order confirmation screen. The proposal was modified based on the ARC's feedback, and they now plan to leave the existing menu board in its original location and install the digital confirmation screen next to it. Ms. Delevitt showed a picture of a similar installation at a location in Ohio, but the

Deerfield location would not have a canopy. Ms. Slonski explained they have found the addition of the order confirmation screen has proven to speed up service and reduce errors.

Ms Slonski explained they would like to install an illuminated directional sign at the exit of the drive-thru. The sign would read "Exit Only" on one side and "Thank you" on the opposite side. Ch. Dunn noted the illumination portion of the directional sign needs to be reviewed by the Plan Commission and approved by the Village Board. The Deerfield Zoning Ordinance does not permit illumination for directional signs.

The Commissioners were okay with the proposed order confirmation screen. Ms. Delevitt asked if they still plan to replace the existing ramp and railing adjacent to the drive-thru. Ms. Slonski confirmed the ramp and railing was removed from the project with the new menu board location. Ms. Quigley confirmed the digital confirmation screen's illumination setting would be set to meet the Village's requirements.

The Commissioners discussed the proposed directional sign. Ch. Dunn noted the sign's square footage was reduced from the previous meeting and is within the Village Code. The Commissioners were in favor of the illuminated directional sign.

Mr. Moons moved to approve the digital menu board and exterior updates for Starbucks Coffee, pending Board approval for menu board and illuminated directional sign. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Flores, Golub, Mock, Moons, Dunn (5)

NAYS: None (0)

## 2. Ground Sign Depth (distance between sign faces) – Continued Discussion and Recommendation to Plan Commission

Ms. Delevitt explained the Deerfield Zoning Ordinance currently has a 12-inch depth restriction (distance between sign faces) for ground signs. The current depth restriction could create structural issues or uneven lighting (hot spots), resulting in sign companies seeking variances. The ARC considered changing this restriction several years ago, but the process was never completed. Ms. Delevitt noted, the ARC reopened the discussion in February, and since then she conducted a survey polling several sign companies about the optimal distance between sign faces. She shared an image of the interior components of a ground sign, which consists of a structural post, LED lights, sticks and the sign faces. The sign companies she spoke to indicated most ground signs could be manufactured with a 16 to 18-inch distance between sign faces without issues. She noted most nearby municipalities do not have this restriction in their Codes. Ms. Flores questioned whether petitioners would want a greater distance between faces so the sign is more visible. Ch. Dunn explained the ARC wishes to keep a maximum restriction in the Code to prevent signs that look like cubes or with additional sign faces. Ms. Delevitt explained the ARC can choose to be more restrictive if they believe a particular sign should be narrower. Mr.

Mock believes the Zoning Ordinance should allow the distance between sign faces to be appropriate so modifications do not need to be made in the future. Ch. Dunn noted in 2018, the Commission recommended up to 20 inches, but the Commission is now suggesting up to 18 inches. Based on a survey conducted by Ms. Delevitt, the sign companies were okay with a distance between faces up to 18 inches. Ms. Delevitt noted if a sign variation is approved, the excess depth would be considered part of the sign face square footage.

Mr. Golub moved to recommend to the Plan Commission a text amendment that amends section 9.01.B,9(b) of the Deerfield Zoning Ordinance to state, *“The maximum distance allowed between two parallel or nearly parallel sign faces shall not exceed eighteen (18) inches unless otherwise specifically provided for in this Ordinance. If the maximum distance is to exceed eighteen (18) inches, a sign modification must be sought and approved by the Board of Trustees. In such cases the areas of the two open sides or two side panels shall be included in the computation of the gross surface area of the sign.”* Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Flores, Golub, Mock, Moons, Dunn (5)

NAYS: None (0)

#### Items from Staff

Ms. Delevitt noted she met with Village Staff to discuss the Sweetgreen storage issue that is visible through their windows. She mentioned they do not have enough interior space to store items away from their windows. The opaque windows do not appear to be meeting their needs, and they may want to add opaque vinyl to more windows or clean up their boxes and janitorial supplies. Mr. Mock questioned whether the Village can make suggestions early on in the process if a space is not appropriate for a particular tenant. Ms. Delevitt explained the leasing of tenant spaces is between the tenant and landlord. The Village does not always know about it until after a space is leased. She called Sweetgreen to discuss the issue and is waiting for them to get back to her.

Ms. Delevitt noted Starbucks will fill in any open holes remaining from the railing enclosure removal. Rocket Testing has a banner in the window, and she asked them to comply with the Window Ordinance. She reached out to Aligned about the extra signage on the west side of their building. Ms. Delevitt noted there are a few businesses interested in the Business Facade Rebate Program. One of the businesses will be occupying the pair of small houses on Waukegan Road where Warwick House used to be.

Ms. Delevitt noted there is a new business looking to occupy the former T-Mobile space in Deerbrook Mall. There is also a restaurant coming to the former Roti location in Deerfield Square. Bed, Bath & Beyond may want to do some exterior improvements.

Items from the Commission

Ms. Flores noted Whole Foods added a lot of directional signage throughout the parking lot. Ms. Delevitt will look into it. If they are 2 SF or less they may be exempt signage. Ms. Flores noted the landscaping at the former Rosebud needs to be manicured, and there are a lot of employees smoking outside the current Rosebud. There are trucks advertising businesses in the Deerbrook Mall parking lot. Ms. Delevitt believes these trucks are for the storage of construction equipment at Starbucks Coffee. She will reach out to Deerbrook Mall to clean some of the banners up.

Adjournment:

There being no further business or discussion, Mr. Mock moved to adjourn the meeting. Ms. Flores seconded the motion. The motion passed unanimously on a voice vote.

The meeting was adjourned at 8:26 p.m. The next regular meeting of the Appearance Review Commission will be held on June 27, 2022 at 7:30 p.m.

Respectfully submitted,

Jeri Cotton  
Secretary